AMENDMENT

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims:

1. (currently amended) An electronic shopping cart display system comprising:

a display unit having a display screen attached to a shopping cart for displaying information;

at least one of a transceiver unit and a RFID unit ~~for sending~~ structured to send information to the display unit, said one of the transceiver ~~units~~ unit and RFID unit located proximate to promoted items, wherein the information ~~includes~~ comprises a visual message containing product-specific promotions;

a transmitter in direct communication with at least one of the transceiver unit and the RFID unit, for sending information to at least one of the transceiver and the RFID unit; and

~~an audible alert component on the display unit for signaling receipt of information from at least one of the transceiver unit and the RFID unit; and~~

a computer for operating the interaction between the display unit, the transceiver units, RFID tags and the transmitter in direct electronic communication with the transmitter unit and in indirect electronic communication with the transceiver unit through the transmitter.

2. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes buttons for enabling a user to select information requests and directions.

3. (original) An electronic shopping cart display system according to claim 1, wherein the display unit automatically receives a signal for providing information.

4. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit provides independent processing of data and independent communication with the display unit.

5. (previously presented) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes at least one of an RFID tag and a proximity sensor that detects the presence of a shopping cart within a programmed range and initiates transmission of the trigger and data signals to the display unit.

6. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes a radio frequency receiver to receive radio frequency transmissions from the computer.

7. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a radio frequency receiver to receive radio frequency transmissions from a transceiver unit.

8. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes an infrared receiver infrared transmissions from a transceiver unit.

9. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a microwave receiver microwave transmissions from a transceiver unit.

10. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes an ultrasonic receiver to receive ultrasonic transmissions from a transceiver unit.

11. (original) An electronic shopping cart display system according to claim 1, wherein the display unit includes a sensor utilizing an ultrasonic signal for determining distance between the display unit and the transceiver unit.

12. (original) An electronic shopping cart display system according to claim 4, wherein the transceiver unit has a separate identification such that data transmitted from the computer is transmitted throughout a store but is processed and stored only by a transceiver unit to which the data is intended.

13. (original) An electronic shopping cart display system according to claim 1, further comprising a battery charger unit for powering the display unit.

14. (previously presented) An electronic shopping cart display system according to claim 1, wherein the computer, the display units, and the transmitter are linked through radio frequency transmissions.

15. (previously presented) An electronic shopping cart display system according to claim 1, wherein the computer, the display units, the transceiver units, and the transmitter are linked through at least one of RFID transmissions and infrared transmissions.

16. (original) An electronic shopping cart display system according to claim 1, further comprising internet access for connecting a shopper directly to internet content.

17. (original) An electronic shopping cart display system according to claim 1, further comprising an alarm when a shopping cart leaves a prescribed area.

18. (previously presented) An electronic shopping cart display system according to claim 1, further comprising a Global Positioning System means for locating a shopping cart's position at least one of outside a store and within a store.

19. (original) An electronic shopping cart display system according to claim 1, further comprising a data card reader.

20. (original) An electronic shopping cart display system according to claim 1, further comprising a motion sensor for limiting power or turning off power to a display unit when a particular shopping cart has not been in motion for a specified time.

21. (original) An electronic shopping cart display system according to claim 1, wherein the transceiver unit includes an infrared receiver for changing information to be transmitted.

22. (original) An electronic shopping cart display system according to claim 1, wherein the display unit further comprises a scanner for reading product UPC labels.

23. (original) An electronic shopping cart display system according to claim 1, wherein the display unit further comprises a battery status indicator.

24. (previously presented)An electronic shopping cart display system according to claim 1, wherein the information includes product-specific promotions selected from a group comprising: electronic coupons, recipes, shopping lists and shopper content.